Implementing behavioral change initiatives

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SaMBA website: www.alpine-space.eu/samba
SaMBA – Sustainable Mobility Behaviours in the Alpine Region

A big community that cooperates....

The SaMBA project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.

...13 PROJECT PARTNERS

...41 OBSERVERS

5 AUSTRIANS - 1 BELGIAN - 1 SWISS - 9 GERMANS - 6 FRENCH - 15 ITALIANS - 3 SLOVENIAN
A big community that cooperates...  
...to achieve a common goal

- to promote low carbon mobility in the AS area
- by creating a transnational community and providing them with knowledge and tools
- to implement behaviour change policies
- based on reward and pricing schemes that are co-designed by the citizens, equitable, related to the external costs of transport

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CITY OF SALZBURG (AT)

TARGET GROUP
• People in changing life situations like the change of residence

TWO PILOT AREAS
• new building projekt „Kendlerpark“
• refurbishment project „Friedrich-Inhauser-Straße“

PERSONAL MOBILITY ADVICE supported by the development and provision of site-specific mobility information (brochures, folders, story maps ...) analog & digital.

MOTIVATION through incentives and ICTs

Enhancing mobility behaviour change in new building and refurbishment projects
CITY CYCLING (DE)

Competition as a way to get people to cycle

Target groups: Policy-makers and general public
SaMBA Tool – for finding policies & estimating impacts in terms of mobility behavior change

• Introduction of measures and incentives that help to promote sustainable forms of transportation
• Combination of a transferable excel tool for decision makers and optional GIS-based components for visualizing and modeling potentials

Main functions:
• filter measures derived from best practices based on transport political goals and characteristics of the target area
• show impacts of selected measures taken from best practices
Lead the Mobility Behaviour Change. Together

Lead the Change
SaMBA Mobility Behaviour Change Platform

• The MBC platform is a virtual transnational community, which gives a voice to public administrations, individual citizens and enterprises who care about sustainable mobility and who want to move unsustainable mobility habits towards less impacting ones by promoting behaviour change measures and initiatives.

• The MBC Platform addresses public administrations, individual citizens and enterprises.

• It provides:
  – information on existing good practices
  – visibility to public and private entities who are implementing mobility behaviour change measures
  – stories of people who changed their mobility habits
  – a tool to monitor the mobility (through direct creation and publishing of surveys)
  – a tool to launch challenges to solve local mobility problems
  – a tool for the evaluation of mobility policies impacts
  – social network functionalities to like, rate or comment on favorite content
SaMBA competition: Your vision of the future Alpine mobility

Send in **videos and pictures** of sustainable Alpine mobility and win a prize!

The main prize? A trip to SaMBA’s final conference in Turin in 2021.

Spread the word in your networks!
Thank you for your attention!

Questions?

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